

Message Text

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PAGE 01 JAKART 04743 141137Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----141140Z 068990 /22/17

O R 140425Z APR 77

FM AMEMBASSY JAKARTA

TO USDOC WASHDC IMMEDIATE

INFO SECSTATE WASHDC 0432

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

AMCONSUL MEDAN

AMCONSUL SURABAYA

UNCLAS JAKARTA 4743

C O R R E C T E D C O P Y ADD SUBPARA 2 D

USDOC FOR OIM DAVID EARLE

E.O. 11652:N/A

TAGS: BEXP,ID

SUBJ: RESCHEDULING OF AGRIQUIP 77

REF: A. TELECON EARLE/REHFUSS, APRIL 12, B. JAKARTA A-23,
FEB.23,1977, C. 76 USDOC 20188, D. JAKARTA 4316(NOTAL),

1. FOLLOWING ARE OUR INITIAL THOUGHTS ABOUT A
RESCHEDULED AND EXPANDED AGRIQUIP. WE WILL FOLLOW UP
WITH ANSWERS TO OTHER QUESTIONS RAISED BY EARLE IN
REFTELECON AS SOON AS POSSIBLE.

2. ABOUT DATES:

A) WE UNDERSTAND USDOC'S DESIRE TO HAVE TANDEM
EXHIBITIONS WITH JAKARTA TRADE FAIR AND MANILA TIMBER
INDUSTRIES FAIR, NOVEMBER 15-18. HOWEVER, WE MUST
POINT OUT THAT ON AN AVERAGE BY MID-NOVEMBER RAINY
SEASON HAS STARTED HERE. WHAT THIS MEANS IS
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TYPICALLY RAIN WILL FALL NEARLY EVERY DAY IN LATE
AFTERNOON. THIS PRESUMABLY WOULD NOT AFFECT
ATTENDANCE BY TRADE OR GOVERNMENT REPRESENTATIVES.
HOWEVER, IT MIGHT MAKE IMPOSSIBLE BECAUSE OF MUD
USE OF OPEN GROUND AT FAIR SITE FOR DEMONSTRATIONS.
B) WEATHER IN NOVEMBER WILL HAVE NO EFFECT ON TIME
IT TAKES TO GET EQUIPMENT OUT OF TANJUNG PRIOK,

JAKARTA'S PORT.

C) CURRENTLY THERE ARE NO DIRECT AIRLINE CONNECTIONS BETWEEN JAKARTA AND MANILA. PASSENGERS FROM JAKARTA FLY TO MANILA VIA SINGAPORE. HOWEVER, PHILIPPINE AIRLINES AND GARUDA ARE IN PROCESS OF ESTABLISHING DIRECT CONNECTIONS BETWEEN MANILA AND JAKARTA. IN ALL PROBABILITY THESE CONNECTIONS WILL BE INFREQUENT AND COULD NOT BE COUNTED ON. WE SUGGEST THERE SHOULD BE SEVERAL DAYS GAP BETWEEN END OF JAKARTA FAIR AND TIME PARTICIPANTS SHOULD ARRIVE IN MANILA FOR TIMBER INDUSTRIES SHOW.

D) OUR RECOMMENDATIONS FOR NEW DATES FOR A JAKARTA TRADE FAIR ARE AS FOLLOWS. IT SHOULD BE AS EARLY AS POSSIBLE AFTER OCTOBER 1. WE WOULD ACCEPT NOVEMBER 7 - 11 DATES, WHICH SHOULD ALLOW SUFFICIENT TIME FOR THOSE GOING TO MANILA TO FINISH BUSINESS IN INDONESIA AND TO MAKE NECESSARY AIR CONNECTIONS.

3. ABOUT THEME: IN OUR VIEW IF FAIR THEME EXPANDED TO INCLUDE BOTH WOOD PROCESSING AND MATERIALS HANDLING EQUIPMENT AS WELL AS AGRICULTURAL MACHINERY AND EQUIPMENT WE WILL HAVE TOO DIFFUSE A SUBJECT MATTER AND PERHAPS AN UNMANAGEABLE EXHIBITION. ALSO WITH THREE-PART THEME WE MIGHT APPEAR TO BE COMPETING WITH JUST CONCLUDED VERY WELL DONE HORIZONTAL FRENCH TRADE FAIR. ASIAN WALL STREET JOURNAL STATED FRENCH SHOW COST \$ FOUR MILLION. OF COURSE OUR BUDGET AND VERTICAL CONCEPT PUT US IN A DIFFERENT AND SMALLER CLASS. WE SHOULD NOT APPEAR TO BE COMPETING AS WE CANNOT WITH SUCH DIFFERENT BUDGETS(SEE REF D). ON OTHER HAND TWO THEME EXHIBITION--
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AGRICULTURAL EQUIPMENT AND WOOD PROCESSING EQUIPMENT MAKES A LOT OF SENSE. IT WOULD BE MANAGEABLE, PRESUMEDLY HAVE ADEQUATE BREADTH FOR PROCUREMENT AND ADDITION THEME FITS WELL WITHIN OUR PROPOSED FY 78 CCP (SEE REF B).

4. ABOUT NAME:

A) AGRICULTURE IS NOT FULLY DESCRIPTIVE WHEN WOOD EQUIPMENT SECTOR IS ADDED TO AGRICULTURAL EQUIPMENT. IF MATERIALS HANDLING IS INCLUDED WITH WOOD AND AGRICULTURAL SECTORS AGRICULTURE IS NOT DESCRIPTIVE. WE NOTE THAT AMERICAN ACRONYMS USAQUIP OR AGRICULTURE AS TRADE FAIR TITLES HAVE LITTLE MEANING LOCALLY. WE SUGGEST DINAMIKA 77 AS TITLE FOR EXPANDED TRADE FAIR. INDONESIAN WORD DINAMIKA HAS BASICALLY SAME MEANING AS ENGLISH WORK DYNAMIC. IN INDONESIA

TERM DINAMISATOR, WHICH IS INDONESIANIZED WORD DERIVED FROM DYNAMIC IS WIDELY USED AMONG LEADERS CIRCLE. IT MEANS SOMETHING OR SOMEONE TO PUSH,

MOVE OR MOBILIZE FOR BETTERMENT AND IMPROVEMENT.

B) TECHNOLOGY 77 WOULD BE GOOD TITLE. HOWEVER,
THIS IS HIGHLY SIMILAR TO NAME OF RECENT FRENCH
FAIR, "1977 FRENCH TECHNICAL EXHIBITION."

5. FY 1978 - PROMITION SCHEDULE FOR SOUTHEAST ASIA
(REF C) LISTED A TIMBER PROCESSING EQUIPMENT TRADE
MISSION TO MALAYSIA, THAILAND AND INDONESIA IN
NOVEMBER 1977. WHAT WILL BE ITS STATUS IF FALL TRADE
FAIR OCCURS IN JAKARTA INCLUDES WOOD SECTOR EQUIPMENT?

6. FOR INTERIM PERIOD UNTIL NEW THEME, DATE,
ETC. ARE FIRM, JAKARTA HAS SUSPENDED MAKING PROCUREMENT
CALLS. NO PARTICIPATION DOCUMENTS HAVE BEEN SIGNED
NOR HAS CONTACT WITH HOTEL BEEN FINALIZED. WE HOPE
TO DISCUSS NEW DATES WITH HILTON HOTEL MANAGEMENT
APRIL 14.
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